

Message Text

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PAGE 01 BOGOTA 02161 071438Z

21

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 AGR-10 /028 W

----- 068508

R 062008Z MAR 75

FM AMEMBASSY BOGOTA

TO SECSTATE WASHDC 7432

INFO AMEMBASSY KINGSTON

AMEMBASSY SANTO DOMINGO

AMEMBASSY QUITO

AMCONSUL GUAYAQUIL

UNCLAS BOGOTA 2161

E O 11652 NA

TAGS BEXP CO

SUBJ: US TRADE MISSION, AGRICULTURAL, FOOD PROCESSING

PACKAGING-COLOMBIA REPORT

FOR COMMERCE, BIC/OIM/WANDA ALE FROM MUENZER

KINGSTON PASS TO MISSION DIR MUENZER

1. UPON ARRIVAL BOGOTA KEEN BUSINESS INTEREST CONTINUED ALL PRODUCTS AS ALL MISSION MEMBERS MET FULL SCHEDULE APPOINTMENTS ALL DAY FEB 28 MAR 3 AND 4 IN PRESIDENTIAL SUITE BIC TEQUENDAMA HOTEL. SIX US MEMBERS JOINED BY BOGOTA BA UD JOSE KISNER, FRICK REP. BUSINESS APPOINTMENTS INCLUDED VISITORS OTHER COLOMBIAN COMMERCIAL CENTERS, CALI, MEDELLIN.

2. RECEPTION IN PRESIDENTIAL SUITE HOSTED BY AMB VIRON VAKY EVENING 28 WELL ATTENDED BY BROAD SEGMENT BOGOTA BUSINESS CONTACTS WITH SOME GUESTS OTHER COLOMBIAN CITIES. GUEST LIST INCLUDED MANY SCHEDULED BUSINESS INTERVIEWERS.

3. ALL MISSION MEMBERS PROJECTED SALES TOTALLING \$2.3 MILLION IN NEXT 12 MONTHS WHICH INCLUDES \$800,000 FOR ROWLES FEED MIXING, \$500,000 FOR HAMILTON CONCRETE TILE AND \$300,000 CONRAD SILO EQUIPMENT. MEMBERS DESCRIBE COLOMBIAN MARKET AS MORE SOPHISTICATED AND LESS VIBRANT THAN ECUADOR WITH DI-
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VERIFICATIONS TAKING PLACE IN ALL PRODUCTS AND WITH TREMENDOUS

SALES POTENTIAL OVER NEXT 5-10 YEARS. MEMBERS PLAN IMMEDIATE FOLLOWUP AND STRESSED IMPORTANCE OF FOLLOWUPS AND PROMPT SERVICING OF EQUIPMENT SOLD IN ORDER COMPETE IN THIS LARGE AND GROWING COLOMBIAN MARKET WITH REGIONAL OVERTONES. EMB SUPPORT EXCEPTIONAL IN EVERY REGARD WITH MISSION CONTROL OFFICER BOWEN DOING OUTSTANDING JOB.

3. AFTER DEBRIEFING MORNING MAR 5 COMPLETE MISSION DEPARTED 12:55 PM ON SCHEDULED LUFTHANSA FLT 497 FOR KINGSTON. VAKY

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Copy: SINGLE
Draft Date: 06 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975BOGOTA02161
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
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From: BOGOTA
Handling Restrictions: n/a
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Legacy Key: link1975/newtext/t19750378/aaaacrvq.tel
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Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Review Authority: ShawDG
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